



ALBERTA  
TOURISM  
EDUCATION  
COUNCIL

---

TRAINING AND EDUCATION  
PROGRAMS FOR  
ALBERTA'S TOURISM/  
HOSPITALITY INDUSTRY

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## INTRODUCTION

This second edition of the Alberta Tourism Education Council Resource Directory of training and educational opportunities is an effort to inventory the existing program offerings of educational institutions and other training sources. Every effort has been made to ensure the accuracy and completeness of the information collected. Any updates, errors or omissions should be brought to the attention of the Alberta Tourism Education Council. This can be achieved by completing the information form provided on the next page of this directory.

The Resource Directory was compiled as a reference manual to assist individuals who are planning a career in tourism to select appropriate training opportunities. We would like to extend a special thank you to those who contributed to the Directory and gave their support to its publication.

We would also like to take this opportunity to offer our encouragement to those people who are continuing their educations in the tourism/hospitality field. It is a dynamic and challenging area that is growing rapidly, and needs dedicated and hard working individuals like you! We wish you the best of luck in your future endeavours!

MARCH 1990

CANADIANA  
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NAME	DATE
<p>1. The first part of the report is a description of the situation in the country. It is a very short and simple description, but it is very important. It is the first impression of the country, and it is the first impression of the people. It is the first impression of the country, and it is the first impression of the people.</p>	<p>2. The second part of the report is a description of the situation in the country. It is a very short and simple description, but it is very important. It is the first impression of the country, and it is the first impression of the people. It is the first impression of the country, and it is the first impression of the people.</p>
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## INFORMATION

Please complete this form, as applicable, if you wish to update your agency's listing or submit a new listing.

INSTITUTION/ORGANIZATION: \_\_\_\_\_

PROGRAM/COURSE/SEMINAR: \_\_\_\_\_

DESCRIPTION OF PROGRAM: \_\_\_\_\_

\_\_\_\_\_

DATES OFFERED: \_\_\_\_\_

LOCATIONS: \_\_\_\_\_

ELIGIBILITY REQUIREMENTS: \_\_\_\_\_

\_\_\_\_\_

FEE: \_\_\_\_\_

CONTACT: \_\_\_\_\_

Please send this form to:

Alberta Tourism Education Council  
1700 Standard Life Centre  
10405 Jasper Avenue  
Edmonton, Alberta



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PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Seminar on Hotel Management (5 days)	Five day course with legal, labor, liquor and customer issues. Guest speakers from government and private industry.		Estimated \$60.00	Offered annually: Five days during February Edmonton, AB	James P. Hansen CHA, Executive Vice- President; phone 436-6112

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Customer Relations Seminar	3.5 hour seminar designed to improve the customer relations skills of those working in the service sector. Topics include tourism awareness, customer service and handling difficult situations. Films, group work and a highly interactive format are featured.	Seminar is geared to staff and volunteers who work in front line tourism/hospitality/retail positions and deal with regular customers. Managers are welcome to attend.	No charge. Requesting organization provides facility, minimum attendance 15, etc.	Seminar is resented at the request of a hosting organization or community. The date and time are chosen to be convenient to the host. Presented in any community in Alberta.	Ms. Colleen Cruickshank, Co-ordinator, Community Programming, Industry Services Branch; phone 427-7612
Customer Relations & Positive Attitude Seminar	3.5 hour seminar designed to improve the attitudes and customer relations skills of those working in the service sector. Topics include tourism awareness, customer service, positive attitudes and handling difficult situations. Films, group work and a highly interactive format are featured.	Seminar is geared to staff and volunteers who work in front line tourism/hospitality positions where they don't deal with regular customers; eg. attractions, exhibitions, museums, etc.	No charge. Requesting organization provides facility, minimum attendance 15, etc.	Seminar is presented at the request of a hosting organization or company. Date and time chosen are at the convenience of the host. Presented in any community in Alberta.	Ms. Colleen Cruickshank, Co-ordinator, Community Programming, Industry Services Branch; phone 427-7612

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Customer Relations/Job Entry Seminar	This 6 hour seminar is designed to improve the customer relations skills of those planning to work in the service sector. Topics include tourism awareness, customer service, listening skills and handling difficult situations. Films, group work and a highly interactive format are featured.	The seminar is geared to people in Job Entry or Job Re-entry programs who plan to work in front line tourism/hospitality positions.	No charge. Requesting organization provides facility, minimum attendance 15, etc.	Seminar is presented at the request of a hosting organization or company. Date and time chosen are at the convenience of the host. Seminars are presented in any community in Alberta.	Ms. Colleen Cruickshank, Co-ordinator, Community Programming, Industry Services Branch, phone 427-7612

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Building Service Worker	Students are trained in all aspects of the custodial function. This includes the care and maintenance of tile, carpets, wood, metals, furniture and chalkboards. General cleaning practices as well as specialized chemicals and modern cleaning machines are discussed. Emphasis is placed on safety issues: fire safety, building security and accident prevention. A job skills and search component is included.	Applicant must be at least 17 years of age, have good health and physical fitness. A Grade 8 education and basic reading skills are recommended.	\$4.80 per week	Multiple intakes; contact Student Services Department for current information On campus	Student Services; phone 297-4001
Cashier (18 hours)	Collecting sales; the cash register; closing procedures; daily cash report; processing credit cards.	None	\$18.00	Open dates depend on waiting list On campus and off-site locations	Continuing Education; phone 297-4040
Client Service	To develop/improve customer relations skills in the hospitality industry	None	\$6.00	Open dates depend on waiting list On campus and off-site locations	Continuing Education; phone 297-4040

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Customer Complaints (6 hours)	To increase skills in dealing with customer complaints.	None	\$6.00	Open dates depend on waiting list On campus and off-site locations	Continuing Education; phone 297-4040
English in the Workplace (80 hours)	The 80-hour on-site customized course helps new Canadian workers in the hospitality industry to cope with English language demands on the job. Content includes health, safety and job descriptions.	For employees working in the hospitality industry. Level of English can vary from very basic to very advanced.	\$8,000.00 (partially government funded)	Flexible On-the-job	Ms. Lynette Tampe, Co-ordinator, Language Training; phone 297-4051
Fire Safety - Hotel (6 hours)	Fire theory; the basics of starting a fire; some products of combustion; the hazards (flame, smoke, heat, insufficient oxygen); fire-extinguishing agents; fire prevention.	None		Open dates depend on waiting list On campus and off site locations	Continuing Education; phone 297-4040

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Fire Safety - Kitchen (6 hours)	Cooking fats and oils; overhead fire extinguishers; the extreme dangers of breathing the released fire- righting gases; fire prevention.	None	\$6.00	Open dates depend on waiting list On campus and off- site locations	Continuing Education; phone 297- 4040
French/ German/ Japanese for the Hospitality Industry (8 to 15 hours)	These short duration workshops and short courses are customized to the needs of the client. Workshops offered are: Client Service and the Japanese, Cross- Cultural Communication, Overview of Japanese Culture, and Basic Japanese Language. They range in duration from eight hours to fifteen hours. Depending upon client need, longer duration training may be developed and delivered.	Applicant should be employed in service delivery capacity.	Varies; \$1,000.00 plus negotiated expenses for a two- day twelve- hour workshop.	Flexible to demand Flexible - offered at work site or other negotiated location	Ms. Lynette Tampe, Co-ordinator, Language Training; phone 297-4051
Front-Line Supervisor for Hospitality Industry (30 hours)	To prepare participants for working as front-line supervisors in hotels or restaurants.	Must have experience working in the hotel or restaurant industry	\$30.00	Open dates depend on waiting list On campus and off- site locations	Continuing Education; phone 297-4040



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Hospitality Career Certificate	The certification program includes six courses. These are: Professional Bartending I, II, and III; Professional Restaurant Service I and II; and Front Line Supervisory Skills.	Applicant must be at least 18 years of age and have a good command of the English language.	\$230.00 total tuition	This is a part-time program. Classes are offered at convenient times which accommodate work schedules. On campus	Continuing Education; phone 297-4040
Hotel and Restaurant Hospitality Training	Hotel and Restaurant Hospitality Training is offered through Canadian Jobs Strategy (CJS). In this program, young people acquire basic skills which they can build upon throughout their employment years. The program combines classroom instruction at AVC and employer-supervised on-the-job training in major Calgary and area hotels. This work expansion component assists students in their transition from school to work.	Prospective trainees must be between the ages of 18 and 24. Consideration will be given to special circumstances. Applicants must have been out of the regular school system for three months, but not more than two years, and should not have worked more than 26 weeks in the past year. All applicants must be legally entitled to work in Canada.	Offered through Canadian Jobs Strategy	Contact Student Services for course dates. On campus	Continuing Education; phone 297-4040



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Hotel Security (15 hours)	Concept of security as an over-all personnel responsibility. Specific safety and security procedures applicable to various departments.	None	\$15.00	Open dates depend on waiting list On campus and off-site locations	Continuing Education; phone 297-4040
How to Talk to Foreign Visitors: Cross Cultural Communication for the Hospitality Industry	Content is highly practical and interactive. Role-playing and simulation techniques are used to help participants recognize differences in verbal and non-verbal behaviours of other cultures, and to adjust their own language and behaviour to get their message across quickly and efficiently. Strategies practised include body language, control of idioms, jargon & slang, para-phrasing & simplifying, stress & intonation, and checking for understanding.	For people who have frequent contact with foreign visitors or a multi-cultural public	\$20.00	Any two sessions of three hours each. In the workplace (eg. hotels, restaurants)	Ms. Lynette Tampe, Co-ordinator, Language Training; phone 297-4051
Kitchen Helper (30 hours)	To provide basic skills in food preparation such as washing, chopping, or mixing ingredients.	None	\$30.00	Dates depend on waiting list. On campus and off-site locations.	Continuing Education; phone 297-4040

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Kitchen Safety (6 hours)	Food-borne diseases; infections caused by micro-organisms; food service workers; personal hygiene and training.	None	\$6.00	Open dates depend on waiting list On campus and off-site locations	Continuing Education; phone 297-4040
Professional Hotel Housekeeping	The program consists of three levels. Participants may take one or all three levels.	Applicant must be at least 18 years of age and have a good knowledge of the English language.	\$150.00	Offered at convenient times to accommodate participants' work schedules. On campus	Continuing Education; phone 297-4040
Professional Restaurant Service	To develop good basic skills in food handling and customer service.	Busing	\$45.00	Open dates depend on waiting list On campus	Continuing Education; phone 297-4040
Setting up a Small Tourist Business: Bed and Breakfast for Beginners (2 days)	The objective of this workshop is to assist participants to assess their personal and family factors and resources to determine the feasibility of setting up a bed and breakfast business in their homes.	An interest in establishing a bed and breakfast business	\$50.00	As requested On campus and off-site locations	Mr. Ray Davis, Vocational and Commercial Programs; phone 297-4077

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Supervisor (45 hours)	Managing staff in a 'people industry'; supervisory role in recruiting and motivating staff; supervisory functions.	None	\$45.00	Open dates depend on waiting list On campus and off-site locations	Continuing Education; phone 297-4040
Tourism and Hospitality (30 hours)	Economic, social, political and technical aspects of tourism; socio-economic impact and potential.	None	\$30.00	Open dates depend on waiting list On campus and off-site locations	Continuing Education; phone 297-4040

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Bartending I (10 weeks)	This ten-week course is designed to provide individuals with an introduction to basic bartending theory and practice. It is designed for those wishing to work as bartenders in the hospitality industry; it is not a 'hobby' course nor one for home use. Instruction will be provided in drink recipes and basic drink-making techniques, provincial liquor regulations and licensee responsibility, product knowledge of liqueurs, other spirits and beer, human relations, and alcohol abuse.	Grade 9 English and ability to do Grade 9 Math	\$55.00	Jan. 8 - Mar. 19 Mon. & Wed. 7:00 p.m.-10:00 p.m.  Jan. 8 - Mar. 19 Mon. & Wed. 6:00 p.m.- 9:00 p.m.  Downtown campus	Ms. Elaine Michols, Chairman, Continuing Education, City Programs; phone 427-2938

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Bartending II (10 weeks)	This ten-week course is a continuation of Bartending I. Instruction is provided in mixing additional drinks not covered in Bartending I. Also, instruction is provided in wine and wine service, cash register use, the costing of drinks, sanitation, employment standards pertinent to the industry, inventory and stock control, and first aid and fire safety.	Bartending I	\$55.00	Multiple intakes; Jan. 9 - Mar. 15 Tues. & Thurs. 7:00 p.m.-10:00 p.m.  Apr. 10 - June 14 Tues. & Thurs. 7:00 p.m.-10:00 p.m.  Downtown campus	Ms. Elaine Michols, Chairman, Continuing Education, City Programs; phone 427-2938
Bartending III	Bartending III is the final course leading to a Mixology Certificate and will be of interest to individuals who have completed Bartending I and II, and wish to complete their Certification. Students will work in an actual job situation and experience the practical application of their bartending skills. Upon successful completion of Bartending III, the student will receive a Mixology Certificate.	Bartending I and II	\$37.00	Multiple intakes as needed Chosen job site	Ms. Elaine Michols, Chairman, Continuing Education, City Programs; phone 427-2938

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Commercial Cooking (32 weeks)	AVC - Lac La Biche, in co-operation with the Northern Alberta Institute of Technology, is offering the first year of a two year Commercial Cooking Program. Upon successful completion of this program, the student may progress into NAIT's second year Commercial Cooking. This program contains practical and theoretical instruction.	Applicant must be 18 years of age (or 17 and out of school for at least one year), or adult status; have Grade 10 Math and English; have a strong interest in the food service industry.	\$158.40 tuition	Commences August On campus	Mr. Denis Menard, Director, Trades and Technical Programs; phone 623-5634
Hotel and Restaurant Management (40 weeks)	This program (1,200 hours) consists of two components: classroom instruction (924 hours) and field placement (276 hours). Field placements are designed to blend the trainee's career ambitions with program studies to enhance the trainee's skills through real and relevant work experience.	Functional Grade 11 Math and English	\$4.40 per week tuition	Commences August On campus	Mr. Denis Menard, Director, Trades and Technical Programs; phone 623-5634

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Baking First year	This course is designed to give the student an introduction to the Baking industry. It follows the course of studies as outlined by the Apprenticeship Branch. On successful completion, students are allowed to challenge the 1st year apprenticeship exam. This program will give students the knowledge required to work in small and commercial bakeries.	Applicant must be a minimum age of 17 or adult status; have functional Grade 9 and/or achieving a Grade 9 level in entrance tests; have a strong interest in the food service industry; all cooking students must have a Food Handler's Permit obtained through a doctor.	\$160.00	Commences late Aug. and Jan. On campus	Mr. Denis Menard, Director, Trades and Technical Programs; phone 623-5634
Cooking First year	This course is designed to give the student an introduction to the field of food services, following the course of studies outlined by the Apprenticeship Branch. On successful completion, students are allowed to challenge the 1st year apprenticeship exam. This program gives students the knowledge required to work in camps, restaurants and institutions as a cook's assistant or second	Applicant must be a minimum age of 17 or adult status; have functional Grade 9 and/or achieving a Grade 9 level in entrance tests; have a strong interest in the food service industry; all cooking students must have a Food Handler's Permit obtained through a doctor.	\$160.00	Commences late Aug. and Jan. On campus	Mr. Denis Menard, Director, Trades and Technical Programs; phone 623-5634



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Hotel Housekeeping	This program will train individuals for employment in the hospitality industry, focusing primarily on the housekeeping sector.	Functional Grade 9 Math and English	\$4.40 per week	To be announced On campus	Mr. Denis Menard, Director, Trades and Technical Programs; phone 623-5634

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Community Recreation Leadership	The emphasis of this program is on the development of leadership, organizational and programming skills and the application of these skills to community recreation.	Applicants must be 18 years of age and have an interest in a range of recreation activities. A letter of sponsorship from a recreation board, band, settlement council, Metis, local or group promoting recreation in the community is required. Grade 10 is recommended.	\$4.80 per week	Contact Mr. Kyle Paulson for current information Grouard campus	Mr. Kyle Paulson; phone 751-3915
Pre-Employment Cook Trade (12 weeks)	A new program at the Centre, the Pre-Employment Cook Trade provides training in the preparation and cooking of a variety of full-course meals in commercial quantity for public consumption.	Applicants should be 17 years of age with a min. Grade 9 standing. Equivalencies are accepted based on passing an Entrance Exam administered by the Apprenticeship and Trade Certification Branch. Exams are scheduled at the Centre.	\$4.80 per week	Commences Mar. Grouard campus	Ms. Liz Heighes; phone 751-3915

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Customer Relations	Designed for anyone dealing with the public.	None	A modest fee is charged for Continuing Education courses	Contact Student Services for current information Various locations in the north	Student Services; phone 849-7140 (Slave Lake) OR phone 751-3915 (Grouard)
Mixology	A specialized training program which qualifies people to become competent bartenders in cocktail lounges, dining rooms and other locations where liquor is served.	Applicants must be a minimum of 18 years of age, have Grade 9, excellent health; previous experience in food industry an asset.	A modest fee is charged for Continuing Education courses.	Contact Student Services for current information Various locations in the north	Student Services; phone 849-7140 (Slave Lake) OR phone 751-3915 (Grouard)
Suggestive Selling for Waiters/ Waitresses		None	A modest fee is charged for Continuing Education courses.	Contact Student Services for current information Various locations in the north	Student Services; phone 849-7140 (Slave Lake) OR phone 751-3915 (Grouard)

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Accommodation Administration Diploma (Educational Institute)  Course length 13 months/ 12 modules	Organization and Administration (3 weeks)  Analyzes management's functions and responsibilities in areas such as adminis- tration, organization, com- munication, accounting, mar- keting and human relations.	Grade 12  Available as an individual module or part of the Diploma		Monthly intake	Mr. Rene Jaspar, Hospitality Administrator; phone 269-7001
	Human Relations/Supervisory Development I (4 weeks)  Prepares student for the transition from employees to supervisor; how to handle difficult employees, implement motivational techniques and conduct performance appraisals				
	Communications/Supervisory Development II (3 weeks)  Explains the development and implementation of communication skills and group interaction techniques involved in the industry.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Accommodation Administration Diploma (Educational Institute)  Course length 13 months/ 12 modules	<p>Training/Supervisory Development III (4 weeks)</p> <p>Describes the assessment and analysis of training needs, the systematic design of instruction, the evaluation of training programs and management of the training function.</p>				
	<p>Front Office Procedures (4 weeks)</p> <p>Presents a systematic approach within the context of the overall operation of a hotel and examines front office management, the process of handling complaints, and concerns regarding hotel safety and security.</p>				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Accommodation Administration Diploma (Educational Institute)  Course length 13 months/ 12 modules	Supervisory Housekeeping (3 weeks)  Provides an overview of the fundamentals of housekeeping management; describes the management functions, tools and practices required in lodging and institutional housekeeping departments.				
	Hospitality Industry Computer Systems (3 weeks)  Provides information needs, food service establishments, essential aspects of computer systems, focuses on computer- based restaurant management systems for both service- oriented and management- oriented functions.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Accommodation Administration Diploma (Educational Institute)  Course length 13 months/ 12 modules	Hotel/Motel Law (4 weeks)  Provides an awareness of rights and responsibilities that the law grants to or imposes upon a hotel keeper; the possible consequences of failure to satisfy legal obligations.				
	Hotel/Motel Sales (4 weeks)  Presents a practical understanding of the operating statement; emphasis on producing business at a profit; how to measure and gauge accurately the worth of every type of business in advance				
	Marketing of Hospitality Services (4 weeks)  Provides students with basic knowledge and practical experience to enable them to develop strategic marketing plans for hotel/motel industry.				



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Accommodation Administration Diploma (Educational Institute)  Course length 13 months	Convention Management Service (4 weeks)  Defines the scope and various segments of the convention market and explores methods and techniques that lead to better service.				
	Food and Beverage Service (4 weeks)  Provides practical skills and knowledge for effective man- agement of food and beverage service; basic service prin- ciples, emphasizing special needs.				
Comprehensive Diploma (Educational Institute)  Course length 19.5 months/ 17 modules	Organization and Administration (3 weeks)  Analyzes management's functions and responsibilities in areas such as adminis- tration, organization, com- munications, accounting, marketing, human relations.	Grade 12  Available as an individual module or part of Diploma		Monthly intake	Mr. Rene Jaspar, Hospitality Administrator; phone 269-7001

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Comprehensive Diploma  Management/ Accommodation/ Food & Beverage Management	Human Relations/Supervisory Development I (4 weeks)  Prepares student for transition from employee to supervisor; how to handle difficult employees, implement motiva- tional techniques and conduct performance appraisals.				
	Communications/Supervisory Development II (3 weeks)  Explains the development and implementation of communication skills and group interaction techniques involved in the industry.				
	Training/Supervisory Development III (4 weeks)  Describes the assessment and analysis of training needs, systematic design of inst- ruction, evaluation of training programs and management of the training function.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Comprehensive Diploma Management/ Accommodation/ Food & Beverage Management	Hotel/Motel Sales (4 weeks)  Presents a practical understanding of the operating statement; emphasis on producing business at a profit; how to measure and gauge accurately the worth of every type of business in advance.				
	Marketing of Hospitality Services (4 weeks)  Provides students with basic knowledge and practical experience to enable them to develop strategic marketing plans for hotel/motel industry.				
	Front Office Procedures (4 weeks)  A systematic approach within the overall operation of a hotel, examines front office management, handling complaints, concerns regarding hotel safety, security.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Comprehensive Diploma Management/ Accommodation/ Food & Beverage Management	Supervisory Housekeeping (3 weeks)  Provides an overview of the fundamentals of housekeeping management; describes the management functions, tools and practices required in lodging and institutional housekeeping departments.				
	Hospitality Industry Computer Systems (3 weeks)  Provides information needs, food service establishments, essential aspects of computer systems, focuses on computer-based restaurant management systems for both service-oriented and management-oriented functions.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Comprehensive Diploma  Management/ Accommodation/ Food & Beverage Management	Hotel/Motel Law (4 weeks)  Provides an awareness of the rights and responsibilities that the law grants to or imposes upon a hotel keeper; the possible consequences of failure to satisfy legal obligations.				
	Convention Management Service (4 weeks)  Defines the scope and various segments of the convention market and explores methods and techniques that lead to better service.				
	Food and Beverage Service (4 weeks)  Provides practical skills and knowledge for effective management of food and beverage service; also, basic service principles, emphasizing special needs.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Comprehensive Diploma  Management/ Accommodation/ Food & Beverage Management	Food and Beverage Management (4 weeks)  A basic understanding of food production and service management, reviewing sanitation, menu planning, purchasing, storage and beverage management.				
	Basic Sanitation (4 weeks)  How to effectively manage sanitation; classify food service systems by FDA requirements; distinguish food infection and food intoxication; preservation; food spoilage.				
	Food and Beverage Controls (3 weeks)  Principles and procedures in control systems: standards, operating budget, income and cost control, menu pricing, computer applications.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Comprehensive Diploma  Management/ Accommodation/ Food & Beverage Management	<p>Hospitality Purchasing Management (3 weeks)</p> <p>Teaches how to develop and implement effective purchasing; distribution negotiation, costing quality, major purchasing in non-food supplies and capital equipment.</p>				
	<p>Food Production Principles (4 weeks)</p> <p>Teaches techniques and procedures of quality and quantity food production, selection, composition and preparation.</p>				



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Food and Beverage Management Diploma (Educational Institute)  Course length 13 months/ 12 modules	Organization and Administration (3 weeks)  Analyzes management's functions and responsibilities in areas such as administration, organization, communications, accounting, marketing and human relations.	Grade 12  Available as an individual module or part of Diploma		Monthly intake	Mr. Rene Jaspar, Hospitality Administrator; phone 269-7001
	Human Relations/Supervisory Development I (4 weeks)  Prepares student for the transition from employee to supervisor; how to handle difficult employees, implement motivational techniques and conduct performance appraisals.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Food and Beverage Management Diploma (Educational Institute)	Communications/Supervisory Development II (3 weeks)  Explains the development and implementation of communication skills and group interaction techniques involved in the industry.				
	Training/Supervisory Development III (4 weeks)  Describes the assessment and analysis of training needs, the systematic design of instruction, the evaluation of training programs and management of the training function				
	Food and Beverage Management (4 weeks)  Provides a basic understanding of food production and service management, reviewing sanitation, menu planning, purchasing, storage and beverage management.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Food and Beverage Management Diploma (Educational Institute)	<p>Basic Sanitation (4 weeks)</p> <p>Explains how to effectively manage sanitation; classify food service systems by FDA requirements; distinguish food infection and food intoxication; preservation; spoilage.</p>				
	<p>Food and Beverage Service (4 weeks)</p> <p>Provides practical skills and knowledge for effective management of food and beverage service; also, basic service principles, emphasizing special needs.</p>				
	<p>Food and Beverage Controls (3 weeks)</p> <p>Covers principles and procedures in F/B control systems including standards, operating budget, income and cost control, menu pricing and computer applications.</p>				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Food and Beverage Management Diploma (Educational Institute)	<p>Hospitality Purchasing Management (3 weeks)</p> <p>Teaches how to develop and implement effective purchasing: distribution, negotiation, costing, quality, major purchasing in non-food supplies and capital equipment.</p>				
	<p>Food Production Principles (4 weeks)</p> <p>Teaches techniques and procedures of quality and quantity food production, selection, composition and preparation.</p>				
	<p>Marketing of Hospitality Services (4 weeks)</p> <p>Provides students with basic knowledge and practical experience to enable them to develop strategic marketing plans of hotel/motel industry.</p>				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Food and Beverage Management (Educational Institute)	Convention Management Service (4 weeks) Defines the scope and various segments of the convention market; explores techniques that lead to better service.				
Travel Counselling	Travel Counselling Fundamentals (3.5 weeks) Use of industry-related manuals and reference books; international travel requirements and related reference manuals; tours, charters, ground transportation; hotels and resorts; cruises; industry insurance.	Grade 12 diploma or equivalent Adult students please contact the School for requirements	\$3,525.00	Start-up in Jan., Mar., May, July, Aug., Sept., Oct., and Nov. Morning, Afternoon, and Evening Programs Calgary campus	Canadian Travel School; phone 269-7001
	Travel Industry Sales (2 weeks) Fundamentals in selling and closing a sale; customer service and business protocol; telephone techniques; travel and marketing promotions.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Travel Counselling	World Destinations (3 weeks) Instructing world geography from the travel industry's perspective; covering main destinations, cultures, tourist attractions; hotels and resorts; verbal and written presentations on assigned destinations to assist in developing research ability.				
	Airline Computer (4 weeks) Computer training; Reservec (Air Canada), Pegasus (Canadian Airlines), Sabre (American Airlines) Instruction on how to make reservations, process inquiries and obtain fares on the computer; procedures on all special codes and their uses; hotel, tour and car rental bookings; international travel requirements; general information and rules.				

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Travel Counselling	Airline Tariff and Ticketing (3.5 weeks)  Instructions in the use of airline guides and tariffs; fare construction; ticket formats and completion; international fares and currency information.				
	Bank Settlement Accounting (2 weeks)  Airline bank settlement plan; accounting procedures; ticket exchanges, additional collections, refunds and credit card sales; processing of prepaid tickets; general agency accounting procedures and filing of all BSP reports.				



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Travel and Tourism (Day Program)	Provides an excellent foundation of knowledge on which to base a career. Graduates can choose to specialize and pursue employment in areas such as: Transportation, Hospitality, Vacation Suppliers, Retail, and many others	Alberta High School diploma or equivalent, or General Equivalency diploma, or 19 years of age, 33 AB High School Credits and successful completion of Canadian Achievement test	\$3,400.00	On-going registration Calgary and Edmonton Career College	Ms. Lynda Gould, Admissions Counsellor, OR Ms. Zandra Hill, Admissions Counsellor; phone 232-6410
Travel and Tourism (Intensified Evening Program)	An intensified version of the six-month daytime curriculum. Not all subjects will be covered in as much depth as the material is limited by time restrictions. Students will be expected to do a certain portion of their studying at home and will be going at an accelerated pace.	Same as above	\$1,500.00	On-going registration Calgary and Edmonton Career College	Ms. Lynda Gould, Admissions Counsellor, OR Ms. Zandra Hill, Admissions Counsellor; phone 232-6410

**CAREER DEVELOPMENT AND EMPLOYMENT APPRENTICESHIP AND TRADE CERTIFICATION**  
 20th floor, Park Square Building, 10001 Bellamy Hill Edmonton, AB T5J 3W5 Phone: (403) 427-4601

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Alberta Cook Apprenticeship Technical Training	Cooks prepare, season and cool meals; must know required sanitation standards and regulations in order to produce wholesome food; must have a working knowledge of meat cutting, menu planning, food and menu costing, food estimates, and portion control.	Employment in the trade; indenture to an employer for 3 periods of trade experience; attend an 8 week technical course in the 1st, 2nd and 3rd period; fulfill requirements for each period - 1800 hours of work experience inclusive of time in course; successfully complete the technical training course; obtain a satisfactory employer's report; minimum Grade 9 or pass equivalency exam; minimum 16 years of age	None to employer or individual	Various times Edmonton Calgary Fort McMurray Vermilion	Alberta Career Development and Employment Apprenticeship and Trade Certification; phone 427-4601

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Dynamics of Motivational Management	Effective managers are people who possess many skills. The best managers are good at bringing out the best in the people they manage - and themselves. They are profit oriented, goal directed, creative and innovative. And they practice the skills and exhibit the attitudes that make the art of management a catalyst for business and personal growth. This program is designed to enhance the performance of every manager, from the recently promoted to the experienced leader.	None		Various dates and locations. Can be offered on-site.	Mr. Dennis Heinzlmeir, General Manager; phone 291-0980
Dynamics of Personal Time Control	This course provides invaluable assistance in the development of your most valuable assets - your time. Using your time wisely is one of the best possible investments you can make.	None		Various dates and locations. Can be offered on-site.	Mr. Dennis Heinzlmeir, General Manager; phone 291-0980

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Dynamics of Supervision	To function effectively as a member of the organizational team, supervisors in the hospitality industry need a variety of skills: Technical expertise, the ability to organize and plan, and a keen understanding of people. Supervisors are in a unique position in the organization to make a direct impact on the all-important bottom-line. Enhancing these skills is the purpose of this program.	None		Various dates and locations. Can be offered on-site.	Mr. Dennis Heinzlmeir, General Manager; phone 291-0980
The Lee DuBois Course in Selling Techniques	This course is designed for anyone in the hospitality industry who must sell their product or service to potential users. The course illustrates professional selling skills techniques for the individual who wishes to improve both professionalism and sales capability	None		Various dates and locations. Can be offered on-site.	Mr. Dennis Heinzlmeir, General Manager; phone 291-0980

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Customer Service	This proven customer service course is based on a very simple idea: the better your customers are treated, the more likely they are to keep coming back. The course teaches 'front line' employees how to boost sales and profits - by making customers feel wanted and appreciated.	None		Various dates and locations. Can be offered on-site.	Mr. Dennis Heinzlmeir, General Manager; phone 291-0980
Effective Oral Communication Skills	The way you speak can alter your image as dramatically as colour enhances a black and white photo. When we speak the way we talk is often more important than what we say. This course will help you develop your oral communications skills so you'll sound clear, colourful, and convincing.	None		Various dates and locations. Can be offered on-site.	Mr. Dennis Heinzlmeir, General Manager; phone 291-0980

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Equine Management	The Equine Management Certificate of Achievement is a practical, hands-on program designed to give students the many skills required to work successfully in a wide variety of areas in the horse industry.	AB High School diploma with a 'C' or better in Math 20/23, English 20/23, Chemistry 20 and Biology 20, or equivalents; Adult status; or on recommendation of Program Coordinator; intermediate riding skills and practical experience with horses.	\$246.00	Oct.-May. Fairview	Mr. Jerry Danyluk, Director; phone 835-6628
Hospitality Services	To train and qualify people for employment in the hospitality industry. A combination of theory and on-the-job experience to provide a practical hands-on working experience similar to working conditions that actually occur in hospitality occupations. Theory portions will have a strong field emphasis to allow students to apply theoretical aspects to actual working conditions.	Grade 9, equivalent, or Adult Status; good physical condition; medical examination and a tuberculin test.	\$246.00	Delivered on the basis of student demand	Mr. Abe Janzen, Director; phone 926-2573

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Small Business Management	Designed to provide students with entry level skills in small business operations and develop the entrepreneurial and financial skills necessary to initiate new business ventures. Prepares graduates for employment as small business managers, sales representatives and staff supervisors.	Maturity and appropriate experience and/or educational background. High school diploma or equivalent is preferred	\$246.00 per session	One year Certificate 2 sessions-32 weeks Location varies	Mr. Dave McLaughlin, Director; phone 624-4817
Small Business Management Major	Prepares graduates for careers in general administration and small business. Covers: accounting, marketing, finance, human resource management, and provides good technical knowledge while developing managerial skills. Emphasis on the small business context.	AB High School diploma with a 'C' or better in Math 20 and Grade 12 English, or equivalents; or Adult Status	\$246.00 per session	Two year Diploma 4 sessions Fall entry only Fairview campus	Mr. Dave McLaughlin, Director; phone 624-4817



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Stern Drive Service Technician	Comprehensive theoretical and practical training; hands-on approach to learning; become well versed in all aspects of repair to stern drive units.	High School diploma; or on the basis of education, experience and interest	\$246.00 for each of two sessions	Session 2 Sept.17, 1990-Dec.21, 1990 Session 1 Jan.7, 1991-Apr.12,1991	Mr. Rob Dawson, Instructor; phone 835-6669
Transitional Vocational Program	Designed to give adults an opportunity to learn skills necessary for independence and successful employment. Appropriate for individuals making the transition to a competitive work and independent living situation. Person must need skill development in employment and daily living. Gain experience in: Food Services, Custodial Training and Service Station Attendant.	Minimum 18 years of age; apply well before Assessment Week; evidence of ability to participate in a program on a college campus and utilize on-the-job placements for vocational training; or on Adult Status if assessed as appropriate.	For sponsorship, student should meet requirements of Vocational Rehabilitation Disabled Persons (VRDP)	Sept. and Jan. Fairview campus	Ms. Dianne McDonald; phone 835-6679

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Turfgrass Equipment Technician	Covers all aspects of grounds machinery service and repair. Develops high levels of technical expertise and efficiency.	Minimum 17 years of age; good general health; reasonable level of manual dexterity; AB Grade 12 or equivalent; or on the basis of interest and experience.	\$246.00 per session	One Year Certificate- Two sessions Session 2 Sept.-Dec. Session 1 Jan.-Apr.	Mr. Jerry Danyluk, Director; phone 835-6628
Turfgrass Management Technology	Combination of lecture-oriented theory and hands-on practical training. Subjects include: turfgrass establishment and maintenance; horticulture and landscape design; diseases of turfgrass and ornamentals; insect and weed identification and control; soils, soil fertility and fertilizer use; grounds machinery operation and maintenance; and business and personnel management.	AB High School diploma with a 'C' or better in Math 20/23, English 20/23, Chemistry 20, and Biology 20, or equivalents; or Adult Status on approval; early application is recommended	\$246.00 per session	Two Year Diploma Four sessions Fairview	Mr. Jerry Danyluk, Director; phone 835-6628

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Commercial Bartending (40 hours)	A day or evening course including: public relations, liquor regulations, bar inventory and maintenance, sanitation, bar equipment and glassware, bar etiquette, bar cost control, cocktail, liquor and wine menus, history, wines, shot pouring and portion control, cocktail mixing, resume writing, guided tours and field trips.	Applicant must be 18 years of age unless consent of parent or guardian is given, and have Grade 10	\$335.00	Phone school for specific dates	Ms. Tracy Sprinkling, phone 439-7963
Hospitality Program (9 hours)	Three three-hour seminars include: tourist awareness, area knowledge, self-improvement and personality development, customer relations and complaint handling, guided tours of tourist attractions, film and slide presentations, student tourism project assignments.	None	Varies		Ms. Tracy Sprinkling, phone 439-7963

FINE ART BARTENDING SCHOOL - EDMONTON  
Room 33, 10509-81 Street Edmonton, AB T6E 1X7 Phone: (403) 439-7963

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Waitress/Waiter Programs (30 hours)	One week, includes: customer relations, hosting, taking and serving customer orders, table setting, special types and napkin folding, cocktail and wine service, use an terminology of menus, food and bar sales training, personal hygiene and sanitation, cash register and billing procedure, in-house employee relations, food preparation (Caesar salad, flambes such as crepe suzettes and Spanish Coffee).	None	\$225.00	Phone school for specific dates	Ms. Tracy Sprinkling; phone 439-7963

<b>PROGRAM</b>	<b>DESCRIPTION</b>	<b>REQUIREMENTS</b>	<b>FEE</b>	<b>DATES/LOCATION</b>	<b>CONTACT</b>
<b>Commercial Bartending (40 hours)</b>	A day or evening course including: public relations, liquor regulations, bar inventory and maintenance, sanitation, bar equipment and glassware, bar etiquette, bar cost control, cocktail, liquor and wine menus, history, wines, shot pouring and portion control, cocktail mixing, resume writing, guided tours and field trips.	Applicant must be at least 18 years of age unless consent of parent or guardian is given and have Grade 10.	\$335.00	Phone school for specific dates	Mr. John or Mrs. Jean Barkman; phone 265-0180
<b>Hospitality Programs (9 hours)</b>	Three three-hour seminars including: tourist awareness, area knowledge, self-improvement and personality development, customer relations and complaint handling, guided tours of tourist attractions, film and slide presentations, student tourism project assignments	None	Varies	Phone school for specific dates	Mr. John or Mrs. Jean Barkman; phone 265-0180

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Waitress/Waiter Programs (30 hours)	One week course includes: customer relations, hostessing, taking and serving customer orders, table setting, special types and napkin folding, cocktail and wine service, use and terminology of menus, food and bar sales training, personal hygiene and sanitation, cash register and billing procedure, in-house employee relations, food preparation (Caesar salad, and flambes such as crepe suzettes and Spanish Coffees).	None	\$225.00	Phone school for specific dates	Mr. John or Mrs. Jean Barkman; phone 265-0180

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Customer Satisfaction (Service) That Pays For Managers	The 'How To' seminar, aimed at the key person responsible for the delivery or quality of customer service, the Manager, includes: motivation, understanding what causes poor performance, creating standards, and getting the best out of young people. Designed to assist management in understanding the total process necessary to deliver and maintain customer satisfaction profitably.		Based on a number of factors including location, length of seminar, number of participants, customizing, etc.		Mr. W.J. (Bill) Bagshaw; phone 428-4545
Customer Satisfaction (Service) That Pays For Staff/Managers	Identifies the importance of service to benefiting both the individual and the business. This is learning, through participation, the 'How To' delivery of service so that it pays. Topics covered include: communication, welcoming complaints, understanding the customer, and maintaining the spark when it has been a challenging day.		Same as above		Mr. W.J. (Bill) Bagshaw; phone 428-4545

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Improving Business Through Marketing	How to develop a market-driven business so that everyone wins. Learn that marketing is not a single function, not just advertising or sales, but makes both far more productive. Learn the power of marketing and how it relates and affects every organization.		Same as above		Mr. W.J. (Bill) Bagshaw; phone 428-4545
Make Your Advertising Pay	Turning your promotional dollars from a cost to an investment. Subjects include: planning for results, designing brochures that get read, reaching your target market, media planning and buying, and copy that hits the market.		Same as above		Mr. W.J. (Bill) Bagshaw; phone 428-4545
Research Means Better Results	A 'How to' for individuals on the ways to conduct their own research study. Includes: getting valuable feedback from staff, customers and non-customers; designing questionnaires; developing your own study		Same as above		Mr. W.J. (Bill) Bagshaw; phone 428-4545



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Selling Through Building Positive Relationships	The modern concept to selling, so that everyone wins. Learn to understand the decision making process to eliminate the key stresses of selling. Good for both inside and outside sales.		Same as above		Mr. W.J. (Bill) Bagshaw; phone 428-4545
Building Better Relationships Through Personal Communications	Includes: building rapport, developing listening skills, being more receptive to messages sent out by others, communicating to be understood.		Same as above		Mr. W.J. (Bill) Bagshaw; phone 428-4545
Managing Change in the 90's	How to manage the opportunity change brings, understanding why people and organizations resist change, how to implement change successfully and what change is trying to tell us.		Same as above		Mr. W.J. (Bill) Bagshaw; phone 428-4545
Strategic Planning For Positive Results	The 'How to's' of strategic planning and how to implement a plan successfully.		Same as above		Mr. W.J. (Bill) Bagshaw; phone 428-4545

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Bachelor of Arts in Recreation and Administration	A one-year transfer program to the University of Alberta.	High School Diploma or equivalent with credit in 5 Grade 12 subjects. Adults not meeting requirements should contact the Registrar's office.	\$446.00	Commences Sept. Grande Prairie On campus	

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Cruises, Tours and Packages	A part-time evening course that will allow the student to start a Travel Consultant Diploma. The course will examine the types of tours, cruises and packages available for various areas. Handling and arranging of tours, cruises and packages will be emphasised.	None	\$180.00 plus \$12.50 materials fee	Commences Jan. Seventh Street Plaza campus	Ms. June Mowers, Outreach Assistant, Business Outreach; phone 441-4671
Customer Service: Customer Relations Training - Retail Industry	More than 80 percent of customers stop using a company if they are dissatisfied with its customer service; 69 percent tell their friends of their displeasure. Learn how to increase sales, customer accounts, and repeat business, how to decrease customer complaints and how to build customer loyalty. For service industry.	None	\$105.00	Feb. 5 & 6, 1990 Seventh Street Plaza campus	Ms. Renata Kuitz, Outreach Assistant, Business Outreach; phone 441-4669

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Handling Irate Customers	Designed for anyone who works with the public, this course will teach you simple and effective techniques for turning angry people into happy customers. Topics include: how not to take it personally, how to remain calm and objective, turning a difficult situation into a positive one, disarming hostility, and averting upsets.	None	\$95.00	Mar. 9, 1990 Seventh Street Plaza campus	Ms. Renata Kuitz, Outreach Assistant, Business Outreach; phone 441-4669
Restaurant Marketing and Promotion	This course is designed to provide hands-on, usable information to solve problems, increase sales, and assist in your company's growth. Topics include: marketing concept, customer service, advertising, atmosphere, and decor. Case studies will be involved, and a plan of action.	None	\$115.00	Fall, 1990 Seventh Street Plaza campus	Ms. Renata Kuitz, Outreach Assistant, Business Outreach; phone 441-4669

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Travel Agency Procedures	Part-time evening course will allow the student to start a Travel Consultant Diploma. Course provides student with knowledge and understanding of the complete functions and procedures in a travel agency office. The student will become familiar with reservations procedures, learn how to accurately use and interpret OAG travel planners, hotel guides, tour manuals, insurance forms, passport and visa documentation.	None	\$180.00 plus \$15.00 materials	Commences Sept. Seventh Street Plaza campus	Ms. June Mowers, Outreach Assistant, Business Outreach; phone 441-4671
Ticketing I	Part-time evening course will allow the student to start a Travel Consultant Diploma. Includes: study of fundamentals of reading/interpreting N. American airline schedules, gaining familiarity with the 24-hour time system, domestic airline codes, networks of airlines in N. America, types of aircraft, use of reference publications with accuracy and confidence.	None	\$200.00 plus \$15.00 materials fee	Commences Sept. Seventh Street Plaza campus	Ms. June Mowers, Outreach Assistant, Business Outreach; phone 441-4671

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Ticketing II	This course pursues objectives similar to Ticketing I with special emphasis on the domestic tariffs and schedules of airlines. Students will have an opportunity to plan the entire travel transaction from original enquiry to ticket issuance	Ticketing I	\$200.00 plus \$15.00 materials fee	Commences Jan. Seventh Street Plaza campus	Ms. June Mowers, Outreach Assistant, Business Outreach; phone 441-4671
Tourism I	Part-time evening course that will allow the student to start a Travel Consultant Diploma. Course is a survey of the climate, topography, and the tourist attractions of the world's major tourist areas of the western hemisphere. Students will have the opportunity to view films strips, slides and other audio and visual aids, to hear from speakers actively involved in tourism and to discuss related problems, in order to develop an understanding of the geography of tourist areas.	None	\$185.00	Commences Sept. Seventh Street Plaza campus	Ms. June Mowers, Outreach Assistant, Business Outreach; phone 441-4671

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Tourism II	Course will familiarize the student with the customs, traditions and lifestyles of the people inhabiting the more popular tourist areas of those countries not covered in Tourism I. Major cultural, historical and tourist attractions in each nation will be outlined.	None	\$185.00	Commences Jan. Seventh Street Plaza campus	Ms. June Mowers, Outreach Assistant, Business Outreach; phone 441-4671
Travel Consultant: Full-time Program, two-year diploma	Make the Travel Consultant diploma your ticket to a new career with this valuable program. Planned in cooperation with the Canadian Institute of Travel Counsellors (CITC), the program prepares you for a rewarding future. Communications, tourism, ticketing, selling - learn the skills Canada's travel agencies demand.	Applicants can apply under regular or mature admission. Strong communications skills, a skills appraisal, travel questionnaire, geography test and interviews are required.	1989/90 fees: First year \$1,026.00 (includes tuition, materials, books and supplies) Second year \$821.00 (includes tuition, materials, books and supplies).	Commences Sept. and Jan. Seventh Street Plaza campus	Mr. Paul Ancel, Program Chairman; phone 441-4755

# KEYANO COLLEGE

8115 Franklin Avenue Fort McMurray, AB T9K 2H7 Phone: (403) 791-4800

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Bachelor of Arts in Recreation Administration	A one-year transfer program to the University of Alberta.	High School diploma or equivalent with an average of 60% in 5 appropriate Grade 12 subjects, with at least a 50% mark in each	\$452.00	Commences Sept. On campus	Mr. Dean Wood, University Transfer; phone 791-4811
Commercial Cook (10 months)	Three semester course provides the basics in food theory, trade-related calculations and practical food preparation techniques. Content is based on levels 1, 2, and 3 of the apprentice- ship system. Projects included are: commercial cookery, buffets, gourmet foods, international cookery, flambe, ice carving, tallow work, advanced desserts, management and costing techniques.		\$556.00 tuition plus \$200.00 lab fee	Commences Sept. On campus	Hospitality and Culinary Management Division; phone 791-4878



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Cook Apprentice	When the formal apprenticeship is arranged, this training becomes available. Experience is gained and trade skills are developed in various phases of the trade under the guidance of a qualified journeyman. Apprentices are required to attend an eight-week training program each year for three years of apprenticeship.	Applicant must have employment with an employer who is a journeyman or employs a journeyman. The employer and the apprentice must be prepared to enter into an apprenticeship agreement.		Multiple intakes On campus	Hospitality and Culinary Management Division; phone 791-4878
Food and Beverage Service - Level I	Basic Restaurant Service: introduction to the hospitality business, basic serving methods in a restaurant setting (American service), beverage service techniques (non-alcoholic beverages). Each level consists of two weeks of training on campus followed by one week of on-the-job practicum training.	Applicant must be 16 years of age, with complete pass of Grade 9 with pass marks in Math, Science and English, or equivalent, or a pass on the Trades Entrance Exam. We recommend students obtain at least 6 months work experience between each level.	\$200.00	Multiple intakes On campus	Hospitality and Culinary Management Division; phone 791-4878

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Food and Beverage Service - Level II (3 weeks)	Dining Room Service: side table serving methods (French service), server showmanship, beverage service techniques (alcoholic), introduction to mixology.	Food and Beverage Service - Level I We recommend at least 6 months experience in the food and beverage industry.	\$226.00	Multiple intakes On campus	Hospitality and Culinary Management Division; phone 791-4878
Food and Beverage Service - Level III	Supervisory Training in the Food and Beverage Service Industry: supervisory techniques (staffing, motivation, evaluation), business communications, organizational behaviour, food and beverage financial controls.	Food and Beverage Service - Level II We recommend at least 6 months experience in the food and beverage industry.	\$257.00	On campus	Hospitality and Culinary Management Division; phone 791-4878
Pre-Employment Commercial Cook Program (16 weeks)	Provides the basics in food theory, trade-related calculations and practical food preparation techniques. Content is based on the requirements for first-year apprenticeship standards.	Applicant must be 16 years of age, with a complete pass of Grade 9, with pass marks in Math, Science and English, or equivalent, or pass on Trades Entrance Exam.	\$226.00 tuition plus \$80.00 lab fee	Commences Sept. On campus	Hospitality and Culinary Management Division; phone 791-4878

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Commercial Cooking Program (32 weeks)	A program of basic training for a career in the food service industry. Taught according to certification requirements of first year Apprenticeship and Trade Certification. Successful students may go into the work force as a second-year apprentice or may continue to a 2nd year of cooking at NAIT, SAIT, or Lethbridge Community College (entrance examinations).	Applicants must be at least 17 years of age, with Grade 9 or pass standing on the Apprenticeship Branch Entrance Examination	\$528.00	Multiple intake program. Entrance Sept. and Apr. Vermilion campus	Registrar, Lakeland College, Vermilion, AB; phone 853-8420
Parks and Recreation Major	Trains students to be outdoor recreational area managers and park officials serving the general public, and communicators who deliver professional interpretive events. A foundation of knowledge and skills in park operations, outdoor recreation and education, law enforcement, and natural sciences. Elective communication skills, leadership and personnel management.	High School diploma	Tuition 16 week term: \$256.00, \$48.00 supplement. Class materials, books, field trips, equipment \$1,420.00	Commences Sept. On campus	Registrar, Lakeland College, Vermilion, AB; phone 853-8420

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Hospitality, Food and Beverage Industry	Introduction to hospitality management, F/B accounting, service levels and target group, costs, Alberta law and the beverage industry, food management, kitchen, restaurant, dining room, room service, other.		\$52.00		Mr. Wally Evdokimoff, Associate Dean, Business Industry Development; phone 320-3336
Meat Cutting and Merchandising (8 months)	Provides basic knowledge of the meat industry: proper method of meat cutting for retail and commercial trade, sanitary food handling with emphasis on shop and equipment sanitation, preparation of fancy meats & sausages, curing & smoking meats.	Applicants must have a minimum of Grade 10 (35 Alberta High School credits)	\$1,095.00	Commences Sept. On campus	Mr. Gary Michelson; phone 320-3200
Professional Bartending (18 sessions)	Enables student to become a competent bartender in a relatively short period of time. Entails: physical mechanics of tending bar, etiquette and customer relations employed by professional bartenders. Upon satisfactory completion a certificate will be issued.		\$195.00		Ms. Leslee Oudman, Hospitality Program Co-ordinator; phone 320-6444 OR Mr. Wally Evdokimoff

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Professional Cooking (8 months)	Receive the knowledge and practice the skills to make them accomplished cooks and food service managers. Classroom theory and kitchen training in: food preparation, gourmet meals, food purchasing, marketing and management. Students prepare daily meals for the College cafeterias and are involved in special catering for College sponsored banquets.	Completion of one-year Commercial Cooking program at a post-secondary institution or 100 AB High School credits with minimum of 35 in food preparation or completion of one year of apprenticeship	\$1,100.00	Sept. (Jan. when space is available) On campus	phone 320-3200
Recreation Management Option 1 (9 months)	Prepares for the opportunity of working with people and assisting them in learning to enjoy their leisure pursuits. Three possible streams to choose from: Administration, Programming, Therapeutic.	AB High School diploma or mature student admission, plus test of standard written English; 500 word essay; interview	\$1,575.00	Commences Sept. On campus	Mr. Mike Hastings, Co-ordinator, Recreation; phone 320-3200
Recreation Management Facility Operations Option 2 (9 months)	Instruction in the management and operation of recreational facilities such as ice arenas, swimming pools, curling rinks, and community parks and sports fields.	Same as above		Commences Sept. On campus	Mr. Mike Hastings, Co-ordinator, Recreation; phone 320-3200

<b>PROGRAM</b>	<b>DESCRIPTION</b>	<b>REQUIREMENTS</b>	<b>FEE</b>	<b>DATES/LOCATION</b>	<b>CONTACT</b>
Travel Consultant Training (700 hours)	Later afternoon and evening format over 30 weeks. Designed to develop career-oriented students to a level of proficiency that would help them successfully enter a travel industry career.	AB High School diploma or equivalent; mature status; successful completion of College Pre-Admission Tests; interview	\$1,650.00	Commences Sept. On campus	Mr. Wally Eydokimoff, Chairman, Business Industry Development; phone 320-3336
Travel Industry Training (700 hours)	Later afternoon and evening format over 30 weeks. Designed to develop career-oriented students to a level of proficiency that would help them successfully enter a travel industry career.	Same as above	\$1,850.00		Ms. Jane Anderson, Travel Program Co-ordinator; phone 320-7205 OR Mr. Wally Eydokimoff; phone 320-3336

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Bachelor of Arts in Recreation Administration	A one-year transfer program to the University of Alberta.	A high school diploma with 70% average in 5 Grade 12 subjects (see calendar); also completion of a questionnaire and 2 letters of reference	\$680.00	Commences Sept. On campus	Mr. Mike Havey; Co-ordinator of Physical Education/ Athletics; phone 529-3336
Bachelor of Arts in Recreation Administration	A one-year transfer program	A high school diploma with 60% average in 5 Grade 12 subjects (see University of Lethbridge calendar)	\$680.00	Commences Sept. On campus	Mr. Mike Havey; Co-ordinator of Physical Education/ Athletics; phone 529-3336
Travel Consultant	The tri-semester program, limited to 22 students, matches graduates with anticipated employment, CITC curriculum, along with computer applications for the office, marketing and VIA Rail computerized reservations.	A high school diploma with a minimum of 50% average along with completion of an aptitude test	\$625.00	Commences Sept. On campus (three week practicum is usually outside of Medicine Hat)	Mr. Kenner Kay; phone 529-3990



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Area Image Development	This seminar/workshop deals with the challenge of identifying an area's primary attractions and the target markets which represent your best opportunities for marketing investment. Key goals for area image development will be determined.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911
Customer Service/Attitudes	Deals with the individual communication skills which reflect a person's attitude. It is structured to motivate staff in a positive way through recognition of personal benefit. It trains people to deal with stressful and demanding clients and do so in a professional manner. With a positive attitude all other training will be more effective. Your front line staff determines the image and perception of your business.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Performance Advertising	Moves beyond theory to market proven advertising practices. How to squeeze the waste out of advertising; you will have a complete understanding of all your options and how to use the ones which are best for you; provide the knowledge you require to make your advertising investment perform in a profitable way.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911
Performance Marketing for the Tourism Industry	Will assist you to clearly determine where you are now, where you want to go and the most effective and cost efficient way to get there; provide you with the personal knowledge to take you beyond theory to hands-on skills necessary for the development and execution of comprehensive and integrated marketing strategies and plans.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Promotions/ Events	From event and theme promotions which traditionally bring results, through industry, community and government participation promotions, a thorough analysis of these factors will be included. How and when to get involved, how to measure return and how to ensure your share and position will all be covered.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911
Proposal Development	An approach suited for bank, business and government requirements. How to provide what has been requested; which format will work best for you; the table of contents and its importance; opening statements which command interest; clearly stated objectives; essential information and content; what is creditable and what is not; the importance of appearance of the proposal.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Public Relations	Includes a full review of successful public relations activities which relate specifically to the hospitality industry. What works and doesn't, what is appropriate and what isn't, the great benefit and little investment will be dealt with. A major marketing opportunity for any business or community committed to profitable business development.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911
Sales/Networking/Prospecting	The elements covered start with goal setting and effective means of opening and gaining involvement with your prospect. The important steps in productive networking and prospecting are clearly outlined. The presentation of key features and their attendant advantages leads to the presentation of benefits. Managing resistance and proper closing techniques are thoroughly covered. Program is especially tailored for the tourism/hospitality industry.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Shoulder Season Market Development	In business there are peaks and valleys, especially in the tourism/hospitality industry. Often it is easier to expand highs rather than fill lows with profitable business. Parts of this workshop: what options are available; target and develop short & long term sectors; how to evaluate return against time and expense; successes in other related areas.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911
Staff Hiring/ Training/ Motivating/Team Building	Responds to the challenge faced by business people in a seasonal market. The labor pool is transient and generally unskilled while customers and clients are demanding quality service. Where is the balance which results in proper service and improved bottom line performance? Compensation is not the prime motivator. How best to hire, train and motivate your team is what this workshop is all about.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Telephone as a Marketing Opportunity	This program will encompass the day to day use of the telephone with a focus on how management can significantly upgrade the overall team capability within their business. Telemarketing options will be identified and explored.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911
Time Management	Time is a resource, something that lies ready to use, or something that can be drawn upon for aid. Our first objective will be to help you assess your time management behaviours. The second objective will be to assist you to be more successful be learning to differentiate between good and bad time behaviour and how to improve your own performance.	Participants should be from management or supervisory levels within the tourism industry.	Based on a single day rate for groups of up to 25 participants: \$1,200.00	Dates and locations are open.	Mr. Everett Miller; phone 246-8911

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Leisure Services - Recreation Management (A Diploma Program)	Designed to offer students a broad education in the field of leisure services. Graduates of the program become recreation workers in Community Recreation Agencies and resorts or other tourism facilities or attractions.	Applicants are screened and enrolment has a quota		Commences Sept. On campus	Mr. Dexter Nelson, Department of Leisure Studies and Physical Education; phone 240-6509
Tour Management (three-72 hour courses)	Credit-free program provides a complete overview of the tour management field. Offered as evening classes. May be completed in one year or extended over a longer period.	Must be over 18 years of age; completed Basic Travel Education Program)	Tour Packaging \$255.00 Tour Directing \$255.00 Applications in Tour Management \$255.00	Tour Packaging: Winter Semester Tour Directing: Spring Semester Applications in Tour Management: Fall Semester Downtown campus 1019-7th Ave. S.W.	Ms. Marlene Dreher, Program Co-ordinator, Business Studies & Applied Arts, Faculty of Continuing Education & Extension; phone 240-6928

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Travel Education (three courses)	Credit free program consists of three courses providing a complete overview of the travel industry. Basic and Intermediate Travel have 78 hours of instruction each. Advanced Travel consists of 78 hours of course instruction plus an additional 27 hours of computer training. Evening classes to accommodate part-time students. May be completed in a one-year period or extended over a longer period of time.		Basic & Intermediate \$275.00 each Advanced \$425.00 (includes computer training)	Basic Travel: Fall & Winter Semesters Intermediate Travel: Winter & Spring Semesters Advanced Travel: Spring & Fall Semesters	Ms. Marlene Dreher, Program Co-ordinator, Faculty of Continuing Education & Extension; phone 240-6928

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Baking	Training in major aspects of baking; majority takes place in the shop developing the required skills; additional 220 hours in classroom learning baking theory, business matters and sanitation; program includes a 4 week work experience component in a bakery.	Applicant must have Grade 10, including English and Math	\$604.00	Commences August On campus	Mr. C.J.A. Hardy, Program Head; phone 471-8680
Cooking	Prepare and display a variety of nutritious foods. Instruction is given in the areas of purchasing, handling, and storing of food products to give students a sound understanding of profitability as it relates to the food service and hospitality industry. Students are also instructed in all the areas of cleanliness, sanitation, and good public relations.	Applicant must have Grade 10 equivalent including English and Math	\$604.00	Commences 6 times during the year On campus	Mr. J.L. Barlow, Program Head; phone 471-8679
Entrepreneurial Training	A variety of workshops and short courses to assist one in becoming self employed	None	Varies with course taken	Course dates vary On campus	Centre for Entrepreneurship; phone 454-7477



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Hotel and Restaurant Management	Provides a solid core of knowledge and skills applicable to a wide variety of supervisory positions in the hotel/restaurant industry. Two different streams: Food and Beverage Management; and Rooms Division Management. May be completed on a full or part-time basis. Most valuable to persons with prior industry experience.	Applicants should have a minimum Grade 11 level of education and at least one year of related industry experience		Multiple intakes commencing Sept., Jan., and Apr. On campus	Mr. Ralph Walker, Program Head, Hospitality Training, C.E.D.; phone 471-7052
Hospitality Seminars	Hospitality industry personnel wishing to update their skills and revitalize their professional perspective will be interested in this series.	None	\$101.00 per seminar	Offered on various dates commencing in Sept. and Jan. On campus	Mr. Ralph Walker, Program Head; phone 471-7052
Retail Meatcutting	Designed to develop an appreciation for hygiene as a personal desire and public trust; the importance of proper care, safety and use in handling tools and equipment; develop skills associated with the preparation and handling of red meats, fish and poultry.	Applicant must have Grade 10, including Math and English	\$420.00	Commences Sept. and Jan. On campus	Mr. D. Kulak, Program Head; phone 471-8692

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Agricultural Educational Tours	Custom designed agricultural tours may be planned (for students, government and non-governmental organiza- tions, agricultural commodi- ties, agribusiness and non- agricultural industry groups). Farms or specific operations (the beef, dairy, sheep, swine, and equine enterprises) are operated as commercial units for public viewing.	None	Consult Extension Services	Dates will vary On campus - College farm	Ms. Marilyn Sharp, Rural Community Project Manager, Extension Services, phone 556-4644

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Bachelor of Arts in Recreation Administration	The first two years of the program transferable to the University of Alberta and other post-secondary institutions.	Applicant must have a high school diploma with a 60% average in 5 appropriate subjects; questionnaire; two letters of reference; or apply as a mature student		Commences Sept. On campus	Mr. Ken Hammer, Chairman; phone 342-3461
Hospitality Certificate (1 year)	Students complete an intensive co-operative program in one of the following areas: 1. Front Office; 2. Food & Beverage Services; 3. Housekeeping; 4. Maintenance; 5. Food Preparation; 6. Marketing; 7. Accounting.	Grade 10 with 60% GPA, with English 20/23, Math 20/23, or mature student status	Approx. \$1,500.00	Sept. through May On campus	Ms. Caroline Hunter, Program Manager, Hospitality & Tourism Department; phone 342-3151
Hotel, Motel, Restaurant Management Certificate	Students specialize in one of the following areas: 1. Rooms Division Management; 2. Food & Beverage Management; 3. Maintenance & Engineering Management; 4. Marketing & Sales Management; 5. Financial Management.	Grade 12 with 60% GPA with English 30/33, Math 30/33, or mature student status	Approx. \$1,500.00	Sept. through May On campus	Ms. Caroline Hunter, Program Manager; phone 342-3151

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Hotel, Motel, Restaurant Management Diploma	Students complete management development courses plus 4 electives plus work experience (320 hours)	Hotel, Motel, Restaurant Management Certificate and an interview with Program manager	\$1,500.00	Sept. through July	Ms. Caroline Hunter, Program Manager, Hospitality & Tourism Department; phone 342-3151
Middle Management Certificate Program(s)				On campus	College Registrar; phone 342-3300
Transitional Vocational Program (10 months)	Began in 1981 with the goal of providing employment readiness and job skill training to mentally handicapped adults residing in the community. Through job training and classroom instruction, the program strives to teach and modify work skills, attitudes and behaviour with the intent of preparing students for the demands of community based employment.	Applicant must be at least 18 years of age; complete necessary forms and testing; personal interview; previous work experience or vocational, pre-vocational or work skill training; a sincere desire to train and actively seek employment.		Commences Sept. On campus	Ms. Karen Gooding, Chairperson; phone 342-3115

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Resort Operations	Regular High School Program	Grade 9	Regular High School Fees	Normal School semester	Mr. Dave Harvey, Technical Department Head, Resort Operation Teacher; phone 243-4796

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Baker Apprentice	Registered apprentices in the baking industry attend SAIT 8 weeks each year for technical training in SAIT's laboratories. Three year program.	Applicants must have Grade 9, be at least 16 years of age; must be working with a qualified journeyman	No tuition fees; but student gets a training allowance from CEC while at SAIT	Determined by the Apprenticeship and Trade Certification Division On campus	Apprenticeship and Trade Certification Division; phone 297-6457
Bar Mixology	Develops bar mixology skills through instruction and practical application in the Highwood Dining Room.	Applicant must be at least 18 years of age.	\$250.00 (does not include books or supplies)	See Continuing Education Calendar for specific dates On campus in the Highwood Dining Room	SAIT Registration and Information Centre; phone 282-2167
Continuing Education (Vary from one day to weeks in length)	Many courses offered from Cook Upgrading, Hospitality Management Certificate Program to general interest courses such as: Oriental Cooking, Buffets, Knowledge of Wines, Cake Decorating, Sausage Making, etc.	None	Vary, depending on course		SAIT Registration and Information Centre; phone 282-2167

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Commercial Baking (1 year)	A 36-week program preparing people to enter the baking industry; provides theoretical and practical trade training to enable graduates to enter the commercial baking industry.	35 AB High School credits with at least 50% in Grade 10 English and Grade 10 Math, or the equivalent	\$964.00 (includes lab and linen fees; not books or supplies)	Commences each fall On campus - bakery	Registration and Information Centre; phone 282-2167 OR Mr. Werner Kohl, Program Co-ordinator, Hospitality Careers Department; phone 284-8942
Cook Apprentice	Registered apprentices in the cooking industry attend SAIT 8 weeks each year for technical training in SAIT's laboratories and commercial kitchens.	Applicants must have Grade 9 and be at least 16 years of age	No tuition, student gets a training allowance from CEC while attending SAIT	Determined by the Apprenticeship and Trade Certification Division On campus	Apprenticeship and Trade Certification Division; phone 297-6457

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Entrepreneurial Skills (15 weeks)	Clients will have the necessary skills and plans to start and operate a business.	No educational prerequisite; approval of co-ordinator required	\$357.00		Entrepreneurial Centre, Business Education Department; phone 284-8614
Food and Beverage Service: a) Basic, b) Advanced (4 weeks each)	Provides training in dining room service and advanced food and beverage service in SAIT's Highwood Dining Room.	Applicant must have a good knowledge of written and spoken English; Food and Beverage Basic is a prerequisite for Advanced.	Basic and Advanced \$141.00 each (does not include books or supplies)	Recurring throughout the year On campus - Highwood Dining Room	Registration & Information Centre; phone 282-2167 OR Ms. Anna Bucher, Food and Beverage Instructor; phone 284-7042
Hospitality Management Certificate Program	A part-time, Continuing Education certificate program which involves eight courses; six courses are required, two are electives.	AB High School diploma or equivalent with English 30/33, Math 20; interview by Program Manager & industry executives; assessed by Counselling Department	Based on the courses taken	Recurring throughout the academic year On campus	Registration & Information Centre; phone 284-8841 OR Mr. John Carstairs, Head; phone 284-8612



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
TOU-351 Hotel and Convention Marketing	A 60 hour course re: the marketing of hotel and convention services; can be taken independently or as part of the Tourism Marketing diploma.	An introductory marketing course	\$150.00 (tentative)	Jan. to Apr. On campus	Mr. Jack Switzer, Business Education Department; phone 284-8783
Hotel and Restaurant Administration	A two-year diploma program; students acquire a broad base of management and technical skills required to assume responsibilities in the hospitality and tourism industry.	AB High School diploma or equivalent with English 30/33 and Math 20; interview by panel of industry executives and assessed by Program Manager; Counselling Department	First year: \$649.00 Second year: \$680.00 (does not include books and supplies) \$400.00 - field trips	Commences each fall On campus	Registration & Information Centre; phone 282-2167 OR Mr. Carl Link, Program Manager; phone 284-8059
Professional Cooking Diploma	A two-year practical program in commercial cooking; provides theory and practical training for entry to the commercial cooking field.	35 AB High School credits with 50% or better in Grade 10 Math and English or equivalent	1st year: \$1,017.00 (10 mos) 1st year: \$929.00 (9 mos) 2nd year: \$785.00	Commences each fall with two intakes On campus	Registration & Information Centre; Tom Fynebuik; phone 284-8944 Reinhard Trexler; phone 284-8943

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Retail Meat Cutting (16 weeks)	Students learn to break beef quarters into primal cuts, and to prepare beef, veal, lamb, pork and poultry retail cuts.	Alberta Grade 10 or equivalent with 50% in Grade 10 English and Grade 10 Math; physically fit	\$520.00 (includes lab and linen fees; does not include books and supplies)	Commences Sept. and Jan. On campus	Registration & Information Centre; phone 282-2167 OR Mr. Gerritt Deleuw, Program Co-ordinator; phone 284-8362
Tourism Marketing Diploma (2 year program)	Graduates may look forward to sales and marketing positions leading to middle management opportunities in one of: the hospitality industry, transportation, events and attractions, government sector, private sector associations, and suppliers of goods & services. Attendance either full or part-time basis.	Alberta High School diploma or equivalent with at least 50% in English 30/33. Math 30 or equivalent is highly recommended.	Approx. \$600.00 per year	Commences Sept. and Jan. On campus	Registration & Information Centre; phone 282-2167 OR Ms. Karen Karpuk, Program Co-ordinator; phone 284-8783
Travel Counselling Diploma	A two-year diploma program; prepares students to enter travel agencies or related organizations.	AB High School diploma or equivalent with 50% in English 30/33; screening process	\$606.00	Commences each fall On campus	Ms. Susan Spatuk, Program Co-ordinator; phone 284-8366

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Bachelor of Arts in Recreation Administration	The B.A. (Rec. Admin.) Degree program is composed of 32 single-term 3 credit courses (or their equivalent) following a previous year of university study of 10 single-term 3 credit courses. The professional program consists of a core and a pattern program. The core program (20 single-term courses) focuses on the practice of administration in the recreation field in Canada and the study of evolution of concepts of leisure/recreation in Canadian society, implications for a professional career in the recreation field. Pattern program is made up of equivalent of 12 single-term courses in chosen area of interest. The Tourism Pattern is aimed at preparing students for professional/administrative positions in tourism planning, policy making/management, especially at the community or regional level.			Commences Sept. On campus	Professor Valerie Blakely, Associate Chairman (Under- graduate Program); phone 492-5171 fax 492-2364

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
M.A. (Recreation) Degree	The program provides an opportunity to undertake advanced study in the administration of recreation services, emphasizing the acquisition of theoretical knowledge and the development of research and practical skills for effective policy making, planning and program management. A student enrolled in the program must complete a minimum of eight single-term courses and undertake research leading to the completion of a thesis. The program provides for specialization in tourism research.				Dr. Guy S. Swinnerton, Department Chairman and Graduate Program Co-ordinator; phone 492-2677 fax 492-2364

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Bachelor of Arts with a Major in Leisure, Tourism and Society	This liberal arts program offers students an interdisciplinary understanding of leisure and tourism in a broad social context. Students take required courses in the sociology of leisure; the geography of recreation, amenity and tourism; the management of travel and tourism; western heritage; and a non-western world area; as well as in leisure and society.	Applicants must have a High School diploma with a 60% average in 5 appropriate Grade 12 subjects. As of 1990/91, students are required to show competence in a second modern language.		Commences Sept. On campus	Faculty of General Studies; phone 220-5881
Bachelor of Arts with a Minor in Leisure, Tourism and Society	This minor program allows students an interdisciplinary understanding of leisure and tourism through a combination of required and optional courses in the social sciences; physical education; policy and environment; and leisure, tourism and society. A total of five full-course equivalents is required.	Applicant must have a High School diploma with a 60% average in five appropriate Grade 12 subjects.		Commences Sept. On campus	Faculty of General Studies; phone 220-5881

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Convention and Business Meeting Management	Introduction to the convention and business meeting, special services facilities and convention marketing at micro-levels, and convention accounting controls.	Applicant must have a High School diploma or 23(plus) with suitable experience; persons may participate in a course without formally working toward a certificate.	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995
Entrepreneurship in Tourism and Hospitality	Investigation of new opportunities for investment in tourism enterprises. Analysis of planning and strategies employed in the marketing of supportive products and services such as auto rentals, entertainment centre, souvenir items, clothing and other items which constitute important products and services consumed by visitors. Maximization of revenues from tourism through fuller utilization of resources.	Same as above	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Events and Attraction Management	Factors which contribute to the planning, development and management of successful events and attractions in the tourism/hospitality industry. Regional planning - defines a set of complementary events and attractions; analytical research - identifies gaps in the existing range of events/attractions. Special attention given to the importance of creativity in designing and implementing innovative tips of events and attractions.	Same as above	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995
Financial Planning for the Tourism and Hospitality Industry	Capital cost requirements of public/private tourism projects; financial elements of feasibility studies/capital budgeting; sources of capital - through public/private avenues (international and national development banks, bonds, syndications, insurance companies, traditional and non-traditional lending institutions); role of government in capital investment decisions.	Same as above	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Food Services Management	An overview of the dining-out business. Captive and non-captive establishments; general areas of management concern covering airlines, hotels, independent restaurants, and franchise and chain operations.	Same as above	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995
Historic Resource Management	A unique work/study program for either individuals involved in the historic resource management process or who are about to enter the field. Courses will be of interest to architects, planners, interpreters, conservators, curators, design technologists, technology trades, historian and researchers.	Acceptance will be based on an application which is reviewed by an advisory board comprised of members from Alberta Culture, the University of Calgary and an external leading practitioner in the field		Dates will vary with courses offered On campus Edmonton is the site of many options and specialization courses	Ms. Billie Summer, Faculty of Continuing Education; phone 220-4719



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Hospitality Law and Industrial Relations	Examination of the nature and roles of labour laws and labour relations in the resolution of issues affecting employers, employees and the public interest within the hospitality industry.	Applicant must have a High School diploma or 23 (plus) with suitable experience; persons may participate in a course without formally working toward a certificate.	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995
Hotel and Lodging Management	An overview of the principal functions and institutions within the accommodations sector, including hotels, condominiums, and time share facilities. Focus will emphasize general areas of management concern.	Same as above	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Principles of Tourism and Hospitality	Introduction to the study of tourism and hospitality. To familiarize students with the structure, nature and functioning of the tourism/ hospitality system, particularly as these relate to Alberta. How principles of management in functional areas must be adapted for effective management. The economic, social, cultural, political and technological dimensions of tourism.	Same as above	\$205.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995
Professional Certificate (Executive Development)	The 1st 3 weeks at Jasper Park Lodge look at concepts within the various functional areas of an organization. The 4th week on U of C campus has an external focus: corporate social responsibility, business/government, crisis management, business ethics, strategic/long range planning, management of change. Offers invaluable knowledge to leader/manager in the day-to-day and long-term aspects of his/her career.	Submit a personal application as well as be nominated by a senior executive, preferably immediate supervisor, familiar with your past work and future aspirations. Minimum of 10 years business experience.	\$10,500.00	Apr. 16 - May 3 Jasper Park Lodge May 27 - June 1 U of C campus	Director, Executive Programs, Faculty of Management; phone 220-6600 fax 282-0095

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Resort Area Management	Covers principles of successful resort area development and operations. Emphasis is on the concept of the total destination area in which a full range of attractions, facilities, services, activities and transportation modes must be brought together to provide market appeal and operating efficiency.	Applicant must have a High School diploma or age 23 (plus) with suitable experience; persons may participate in a course without formally working toward a certificate	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995
Technological Innovations in Tourism and Hospitality	Introduction to and analysis of informational requirements for tourism administration and planning. Impact on the tourism industry of new technology such as Prestel and Telidon, together with new and potential uses of electronic innovation in a rapidly changing environment.	Same as above	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Tourism and Hospitality Management	Designed to meet the needs of individuals working in all sectors of tourism/hospitality. Those presently employed in a supervisory or junior management position who seek to upgrade skills and personal effectiveness will find great value in the program. The certificate is being developed in close co-operation with industry advisors, focusing on basic management principles and specific applications in the tourism and hospitality industry.	Same as above	Varies according to the course taken	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995
Tourism and Hospitality Marketing	Assessment of the demand for travel from local, national and international perspectives. Development of strategic promotional programs for local, national and international markets. Determination of market shares and application of modern marketing concepts (principles) to business management.	Same as above	\$205.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Tourism Policy and Planning	Introduction to concepts of strategic and functional planning approaches, relationship between government and the private sector in tourism planning, and the political environment of planning. Analysis of techniques for identifying and classifying land resources suitable for tourism development. Emphasis on processes and procedures that enable government and business to work together in the development of resources for tourism use.	Same as above	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995
Transportation Management	Factors that impact the transportation sectors (airline and ground transportation, deregulation proposals, co-operation and competition among scheduled carriers) and an examination of pricing, scheduling, and operating issues as they affect tourism.	Same as above	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Travel Agency Management	New developments in the management of competent, effective, and profitable travel agency operations. Among the areas covered will be marketing, financial administration, employee development, franchise operations, automation and technological developments and implications.	Same as above	\$165.00	Dates will vary On campus	Ms. Judy Russell, Faculty of Continuing Education; phone 220-4995

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Bachelor of Arts in Recreation and Leisure	Multi-disciplinary major in Recreational Studies (see calendar for more details).			Commences Sept. On campus	Dr. Winter, Co-ordinator; phone 329-2680

PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
The Development and Delivery of Effective Video-Based Training and Communication	This half day seminar will be of interest to government and corporate communications and training officers involved in the development and delivery of an efficient and cost-effective communications strategy which will fulfill short, mid and long term requirements.	None	\$50.00 per participant (minimum 12 participants)	Dates are not pre-determined. Edmonton (facilities at no extra charge for groups less than 40)	Mr. Dan Chugg, President; phone 452-4082



PROGRAM	DESCRIPTION	REQUIREMENTS	FEE	DATES/LOCATION	CONTACT
Building Service Worker	Delivering Institution: Northern Alberta Institute of Technology			2 sections offered: Hinton and Edson	Ms. Brenda Schulze; phone 865-7666
Industrial Worker Program	Delivering Institution: Westerra			Hinton	Ms. Brenda Schulze; phone 865-7666
Pre-Employment Cooking (16 week)	Introduces students to the food services industry. Upon successful completion, students will be allowed to challenge the first year apprenticeship examination.	Participants must meet institutional and Canadian Jobs Strategy (CJS) criteria	Funded by CJS	Tentatively Jan. 29 to May 18, 1990 Hinton	Ms. Brenda Schulze; phone 865-7666



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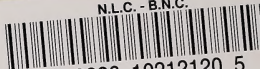
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